


The Unique Challenge of Church Promotion

An Honors Thesis (HONRS 499)

by

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Abstract

After studying public relations and working in the marketing department of a non-profit organization, I decided to experience developing promotional materials for my own church. I researched some of the techniques for promotion specifically for a church, and I talked with my pastor to find out what the church needed as far as communications materials. Promotion for a church is much different than marketing and public relations for a corporation or a non-profit organization. The difference lies in the motivation for marketing and public relations strategies. My church, for example, is concerned with successfully branding itself, which is a goal of most organizations implementing any sort of strategic marketing or public relations plan. However, the goal of the communications plan is different from a church and a corporation. For this particular church, the goal of marketing communications is simply to be informative, while the goal of marketing communications for a corporation or a non-profit organization would probably be to achieve a higher profit or earn more donations. Agape Ministries did not wish to increase the size of its congregation through this project. This church also has a very small congregation, making it less equipped to handle marketing communications development and less able to employ someone who is able to provide such services. I decided that I would help my church to brand itself and provide marketing and communications pieces that the church can distribute to its publics. I used the Adobe Creative Suite and other creative software to develop such pieces for the church.

Acknowledgements

- I want to thank Professor Richard Shoemaker for advising me through this project. He was always willing to help me with ideas, and he made himself available constantly to assist me with my project.
- I would also like to thank Pastor David Hall for agreeing to allow me to create media for Agape Ministries. His enthusiasm and encouragement in this project was much appreciated.

Needs Assessment

Agape Ministries has a small, loyal congregation without a permanent marketing communications staff member. It is for this reason that I chose to work with the church and provide them with media and communications materials. After talking with the pastor of Agape, we developed a list of promotional materials the church would need to have created and printed or published. After creating the promotional pieces and developing the church's brand for almost two semesters, I will continue to implement the church's brand image and create more promotional materials as needed.

Deliverables

Below is a list of promotional materials I will be delivering to Agape Ministries.

A Web Site

A pressing need for Agape at the beginning of this project was a current and practical Web site. The church had a site, but it was left unattended because there was not a specific congregation member designated to update it. The Web site required current content and photos, as well as a frequently updated calendar and a consistent branded image. This image was to be utilized for each piece of marketing material produced.

The existent Web site contains very few images of Agape's ministry opportunities. I have been taking photos of various programs within the church to eventually upload to the Web site.

The next page contains the Web site concept I created with the program iWeb that will be utilized by Ray Rees, who is a Web developer for Minnetrista and a member of Agape. He will be creating a content management system based on the layout and converting it to HTML so that updating the site will be easier. He gave me complete creative control over this project.

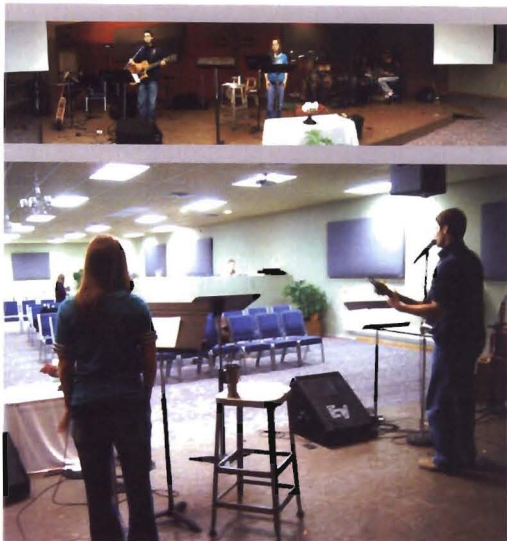
The template I have created contains several design elements suggested by Ray Rees and Pastor David Hall. There will be a calendar of events on the bottom left of the page that will be synched to a Google Calendar and updated frequently. Also, photos will be displayed in a slideshow fashion in the center of the page. The color scheme of the site will contain combinations of white, black, gray and red because these are the colors that appear in Agape's logo. On the splash page of the Web site, the mission will appear in the bottom right corner.

WEB SITE CREATIVE CONCEPT

Welcome to Agape



[calendar](#) [angel food](#) [podcasts](#) [photos](#) [contact us](#)



[calendar of events](#)

Welcome to Agape Ministries

Agape Ministries is located at 9701 N. County Rd. 450 West in Muncie just off Highway 28. We welcome visitors of any denomination. [Click here for a map.](#)

We have a church service each Sunday at 10 a.m. with Pastor Dave Hall and a worship band.

You're invited to learn about us and to attend one of our services.

Our mission: to live by faith, be known by love
and be a voice of hope.

**For full-sized PDF version, please see included disk.*

Handouts for Congregation Containing Scripture Readings

Throughout the year Pastor David Hall writes a series of sermons based on annual Christian observances, such as Lent and Advent. For these sermon series, Hall typically distributes postcard sized scripture reading guides. To cut down on printing costs, the guides are usually produced and printed in black and white with four to a page front and back. Hall wanted me to make the handouts creative and visually interesting. Below and on the following page are the postcards I created for this purpose.

SCRIPTURE READING HANDOUTS

**For full-sized documents, please see included disk.*

FRONT



Advent 2007
Week 1: Hope

BACK

Advent

Sunday, December 2nd
Isaiah 2:1-5
Romans 13:11-14
Matthew 24:37-44

Monday, December 3rd
Isaiah 4:2-6
Matthew 8:5-11

Tuesday, December 4th
Isaiah 11:1-10
Luke 10:21-24

Wednesday, December 5th
Isaiah 25:6-10a
Matthew 15:29-37

Thursday, December 6th
Isaiah 26:1-6
Matthew 7:21, 24-27

Friday, December 7th
Isaiah 29:17-24
Matthew 9:27-31

Saturday, December 8th
Genesis 3:9-15, 20
Ephesians 1:3-6, 11-12
Luke 1:26-38

A prison cell, in which one waits, hopes - and is completely dependent on the fact that the door of freedom has to be opened from the outside, is not a bad picture of Advent.

Dietrich Bonhoeffer



Advent 2007
Week 2: Love

Advent

Sunday, December 9th
Isaiah 11:1-10
Romans 15:4-9
Matthew 3:1-12

Monday, December 10th
Isaiah 35:1-10
Luke 5:17-26

Tuesday, December 11th
Isaiah 40:1-11
Matthew 18:12-14

Wednesday, December 12th
Zechariah 2:10-13
Luke 1:26-47

Thursday, December 13th
Isaiah 41:13-20
Matthew 11:11-15

Friday, December 14th
Isaiah 48:17-19
Matthew 11:16-19

Saturday, December 15th
Revelation 11:19a;
12:1-6a, 10ab
Matthew 17:9a, 10-13

At the heart of the nativity narratives in both Matthew and Luke, is a simple fact: amid the struggle of a people who had longed for 500 years for God to act in the world in new ways, God came to be with them in a way that totally identified himself with us, as human beings. And the most unlikely of circumstances, to the most unlikely of people, God became man for the salvation of all people.

Dennis Bratton

FRONT



Advent 2007
Week 3: Joy

Sunday, December 16th
Isaiah 35:1-6a, 10
Matthew 11:2-11

Monday, December 17th
Genesis 49:2, 8-10
Matthew 1:1-17

Tuesday, December 18th
Jeremiah 23:5-8
Matthew 1:18-25

Wednesday, December 19th
Judges 13:2-7, 24-25a
Luke 1:5-25

Thursday, December 20th
Isaiah 7:10-14
Luke 1:26-38

Friday, December 21st
Song of Solomon
2:8-14
Luke 1:39-45

Saturday, December 22nd
1 Samuel 1:24-28
Luke 1:46-56

*Like on a sleepy, star-spangled night,
those angels peeled back the sky just
like you would tear open a sparkling
Christmas present. Then, with light and
joy pouring out of Heaven like water
through a broken dam, they began to
shout and sing the message that baby
Jesus had been born. The world had
a Saviour! The angels called it "Good
News," and it was.*

Larry Libby

Advent



Advent 2007
Week 4: Peace

Sunday, December 23rd
Isaiah 7:10-14
Romans 1:1-7
Matthew 1:18-24

Monday, December 24th
2 Samuel 7:1-5, 8b-12,
14a, 16
Luke 1:67-79

*Eternal God, this holy night is radiant with the
brilliance of your one true light. May that light
illuminate our hearts and shine in our words and
deeds. May the hope, the peace, the joy, and the love
represented by the birth in Bethlehem this night fill our
lives and become part of all that we say and do. May we
share the divine life of your son Jesus Christ, even as
he humbled himself to share our humanity. Amen*

Rev. Richard J. Farnchild

Advent



www.lentonline.blogspot.com

Read
Reflect
Respond

**For full-sized documents, please see included disk.*

Invitations for Special Events

Occasionally Agape hosts special events for which they need to print and distribute invitations. These events may include ministry opportunities such as a free babysitting night or an anniversary celebration. These invitations are typically produced in black and white to cut down on printing costs. The invitations were to be simple and eye-catching with only pertinent information. These pieces all include Agape Ministries' logo in some form to remain consistent to the branded image of the church. The simple design on the front and back lends itself to ease of printing. These invitations were printed two to a page and were cut in the middle. The first piece shown is a template for Agape's Babysitting Night invitation. I will provide the church with a .PDF version of this file so that they may print off copies as needed and fill in current information in the blanks. The second piece is an invitation to the church's 30th anniversary celebration. The last piece shown in this section is an invitation for a graduation breakfast. This piece will be distributed by high school and college students in the congregation who are graduating and who wish to invite their families to celebrate with a breakfast hosted by the church. These invitations utilized spot color because the occasion was more formal.

FRONT



Our children are

*Beautiful
Joyful
Loving
Perfect*

But just one night off might be nice. :-)

BACK

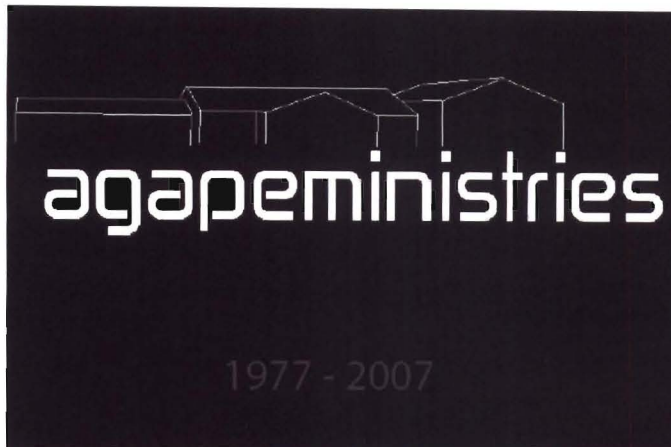
Agape Ministries will be offering a free babysitting night on

Postage

During this event kids will eat a yummy dinner, play games, make friends, watch a movie, create a craft and have lots of fun

There's no need to worry because adult chaperones will be volunteering at this event, so your child will be in great hands.

Please call Joann at (765) 358-4007 for more information about this event or to let her know you're interested.



You are cordially invited to attend the Thirtieth Anniversary Celebration of:

Agape Ministries in Muncie, Indiana

10 A.M. Sunday, October 14th, 2007

Appropriate addresses will be delivered by Eldon Morehouse and other distinguished speakers and a fellowship meal will follow the proceedings



Please join us as we celebrate the graduation of

*with a breakfast at **Agape Ministries**.*

The breakfast will be held just before Agape's Sunday service at 9 a.m. on May 4th.

We invite you to stay for service as well.

Agape Ministries is located just off Highway 28 in Gaston, Indiana at 9701 North County Road 450 West.

**For full-sized documents, please see included disk.*

Visitors' Packet — Rework of Mission Statement Cards

Pastor David Hall allowed me to rework the mission statement cards that are typically given to visitors to the church. The cards were originally printed in black and white, so I decided to add the Agape red to the cards to make them lively. They are a bit more modern looking than their predecessors.

OUR MISSION:

To live by **faith**, be known by **love** and be a voice of **hope**.


agapeministries

**For full-sized document, please see included disk.*

Photos of Ministry Opportunities

I have taken photos of two ministry opportunities at Agape Ministries to be published to the Web site. The subject of the first photos I took was Agape's worship band as they practice for their service set. The other subject for the photos was a children's ministry called the ARK that allows younger children to learn about Bible stories during the Sunday service through fun activities and interaction.

**More examples of photos are displayed on included disk.*



CHILDREN'S ARK



WORSHIP BAND

Plan for Continuity

I began this project understanding the premise that the work I am doing for Agape Ministries is ongoing. Even after my graduation, it will be my responsibility to update the Web site's content on a regular basis, create effective and informative communications materials and work with people at the church to accomplish communications goals.

For the Web site, I will utilize the Google Calendar to inform the congregation of events at Agape and other events of interest, such as a local church's clothing drive. I plan to take photos of all of the ministries and upload the photos to the Web site. These will be displayed in a cover flow fashion much like album art is displayed in the iTunes program. This visual element to the Web site was created by Raymond Rees, and he will be creating a module through which I can efficiently update the content of the site.

Hopefully the materials I create for the Web site and for printing and distribution can be updated and reused after I relocate. These materials can also serve as examples for future creative minds working at the church to create media. The branded image of the church is one that has been utilized and will continue to be used in all media created for the church. Printed materials like the babysitting reminder card and the mission statement cards will be materials that can simply be reprinted as needed. All of the other materials will require updates.

The updates will need to be done using Adobe InDesign, so I will be teaching Pastor David Hall some foundational knowledge about the program so he can perform updates as needed to the promotional materials that I have created. I may also train other college students who attend the church as needed to use the Web site's module and to use Adobe InDesign.

Serving my church in this way is very important to me, and knowing that my work will last is very gratifying. I have created for myself a ministry opportunity at Agape that utilizes my best skills and talents, and creating these materials is something that I truly enjoy.

What My Experience Has Taught Me

When I began this project, I had a general idea of what I wanted to do. I wanted to help an organization to communicate effectively with its publics. I initially attempted to work with the organization Building Better Communities, which is located on Ball State's campus. However, I had difficulty meeting with Dick Heupel because he was so busy with his work, so I decided to broaden my focus.

I was referred to the Career Center by my advisor, Dick Shoemaker. He had said that the Career Center was an organization that might have what I was looking for in my project. I met with Jeannine Harrold at the Career Center, and she informed me that there was already a firm employed by the Career Center to produce and implement any communications. She regretted to inform me that she was unable to help me.

As my advisor and I were searching for any alternatives, I found inspiration one day at my church's Bible study. Agape Ministries has a very small congregation, and Pastor David Hall had called upon me a couple of times before to create some materials for distribution. It struck me one night at the group study to ask him if the church needed some more collateral materials and perhaps a Web site renovation. He and his wife were very enthusiastic about the prospect of having someone to create media for the church, so they accepted my offer without hesitation.

After my project topic was settled, my next task was finding out what I should create. I had several meetings with Pastor David Hall, in which we decided on a few materials I could create. In our meetings, we also discussed the idea of me working with Raymond Rees to create a Web site. Because of my schedule with 21 hours of credit for school and several hours of work each week, it was difficult to meet consistently with my advisor and with Pastor David Hall. However, e-mail and phone communications played a significant role in the creation of this project. My advisor generously allowed me to update him on my progress through e-mails. Both Professor Shoemaker and Pastor Hall were very gracious as they worked with me to accomplish the project.

One of the most important things I learned through his project was time management and scheduling. Just as I was busy with my last semester of college, my advisor and Pastor Hall also had schedules that conflicted with mine at times, making consistent meeting times very difficult to accomplish. However,

Agape Ministries - Collateral Materials

This project binder includes a disk containing photos and PDF versions of the work I completed for Agape Ministries. The disk's contents are:

- Agape Logos
- Agape Mission Statement Cards.pdf
- Anniversary Invitations.pdf
- ARK photos
- Babysitting Invitations.pdf
- Graduation Invitations.pdf
- Scripture Reading Handout for Lent.pdf
- Scripture Reading Handout for Advent - Week 1.pdf
- Scripture Reading Handout for Advent - Week 2.pdf
- Scripture Reading Handout for Advent - Week 3.pdf
- Scripture Reading Handout for Advent - Week 4.pdf
- Web Site Creative Concept.pdf
- Worship Band Photos